

# Cookie Policy

*This cookie policy was last updated on 11/03/2025 and applies to citizens and legally permanent residents of the European Economic Area and Switzerland.*

## 1. Introduction

Our website, <https://www.bluepointliege.be/en/> (hereinafter 'the website') uses cookies and other related techniques. (Hereinafter, all techniques are referred to as 'cookies' for convenience). Cookies are also set via third parties engaged by us. In the document below, we inform you about the use of cookies on our website.

## 2. What are cookies?

A cookie is a simple small file sent with pages of this website and stored by your browser on the hard drive of your computer or other device. The information stored therein can be sent back to our servers or those of the relevant third party on your next visit.

## 3. What are scripts?

A script is a piece of programme code used to make our website function properly and interactive. This code is executed on our server, or on your equipment.

## 4. What is a web beacon?

A web beacon (also pixel tag) is a small, invisible piece of text or image on a website that is used to map traffic on a website. To do this, web beacons are used to store various data about you.

## 5. Cookies

### 5.1 Technical or functional cookies

Some cookies ensure that certain parts of the website work properly and that your user preferences remain known. By setting functional cookies, we make it easier for

you to visit our website. This way, you do not have to enter the same information over and over again when visiting our website, for example, and it is possible, among other things, to keep the items in your shopping cart until you have paid. We may place these cookies without your consent.

## 5.2 Statistics cookies

We use statistics cookies to optimise the experience for our users. We gain insight into the use of our website through statistics cookies. We ask your permission to place statistics cookies.

## 5.3 Advertising cookies

We use advertising cookies on this website, with the aim of understanding campaign results. We do this based on a profile we create based on your behaviour on <https://www.bluepointliege.be/en/>. These cookies link you as a website visitor to a unique ID, but these cookies will not profile your behaviour and interests to show personalised ads.

## 5.4 Marketing/Tracking cookies

Marketing/Tracking cookies are cookies or any other form of local storage used to create user profiles for the purpose of showing advertisements or tracking the user across this or different websites for similar marketing purposes.

As these cookies are classified as tracking cookies, we therefore seek your consent for their placement.

# 6. Permission

When you visit our website for the first time, we display a pop-up explaining cookies. Once you click 'Save', you give us permission to use the categories of cookies and plug-ins you have selected in the pop-up and which are described in the Cookie Policy. You can disable the setting of cookies via your browser, but please note that our website may then no longer work optimally.

# 7. Enabling/disabling and deleting cookies

Your internet browser allows you to delete cookies automatically or manually. You can also specify that certain cookies should not be placed. Alternatively, you can set your internet browser to notify you when a cookie is placed. More information on these options can be found in the instructions of your browser's Help function.

Please note that our website may not work optimally if all cookies are disabled. If you do delete cookies in your browser, they will be placed again upon a new visit to our websites following your consent.

## 8. Your rights with regard to personal data

You have the following rights regarding your personal data:

- You have the right to know why your personal data is needed, what happens to it and how long it is kept.
- Right to access: you can request to see your personal data that we process about you.
- Right to rectification and completion: you have the right to supplement, correct, delete or block your personal data whenever you want.
- If you give us consent to process your data, you have the right to withdraw that consent and have your personal data deleted.
- Right to data portability: you have the right to request all your personal data from the Controller and transfer it in its entirety to another Controller.
- Right to object: you can object to the processing of your data. We will comply with this unless there are legitimate grounds for processing.

To exercise these rights, you can contact us. Please see the contact information at the bottom of this Cookie Policy. If you have a complaint about how we handle your data, we would like to hear from you, but you also have the right to lodge a complaint with the regulator (the Personal Data Authority).

## 9. Contact details

For questions and/or comments regarding our Cookie Policy and this statement, please contact us at the following contact information:

BluePoint  
Boulevard Emile de Laveleye 191  
Liège 4000  
Belgium  
Website: <https://www.bluepointliege.be/en/>  
Email: [infoliege@bluepoint.be](mailto:infoliege@bluepoint.be)  
Phone number: +3243403506